

**APPROVAL PAGE**

**THE EFFECT OF BRAND IMAGE AND ELECTRONIC WORD OF MOUTH IN SOCIAL MEDIA INSTAGRAM TOWARD ON PURCHASING DECISION OF XIAOMI SMARTPHONE**

Submitted as one of the requirements to obtain a Bachelor's Degree in Management from the International ICT Business study program

Arranged by:

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Supervisor,

A handwritten signature in blue ink, with the date '06/02/2023' and the initials '- KKI -' written below it.

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**INTERNATIONAL ICT BUSINESS  
SCHOOL OF ECONOMICS AND BUSINESS  
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**BANDUNG**

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